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EARLY AMERICAN

May 6, 1974

Standard Chair of Gardner inc.

Gardner, Massachusetts 01440

Chair Makers Since '38

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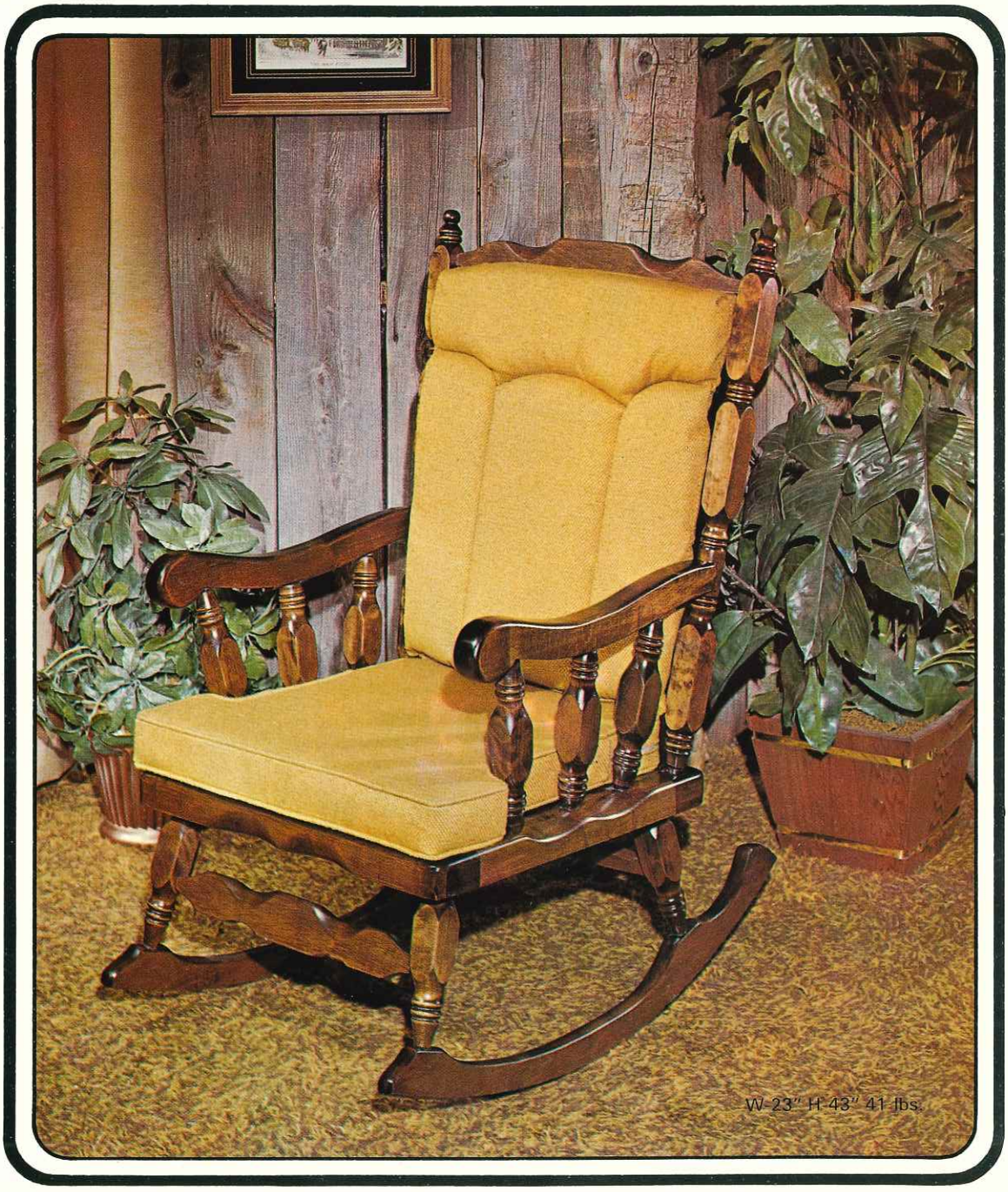
Solid Maple & Birch Hardwoods with Handrubbed Pine Finish.
Quality construction. An exceptional Rocker for any decor.



- **Alcohol & burn resistant**
- **Also available in maple finish**
- **Polyurethane filled cushions**

955P Heavy Hi-Back Rocker Pine Finish,
Gold Tweed Three fabric colors

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Nationally Advertised in Better Homes and Gardens & House and Gardens.

Colonial Rockers

MERRIMAC ROCKER No. 436
26" Seat Width 39 1/2" High

With a loose cushion seat and back, it's the perfect chair to settle down in and enjoy an interesting book.

AMESBURY ROCKER No. 758
28" Seat Width 42" High

Just the rocker for those evenings by the fireplace. You can choose from a wide variety of stain resistant decorator fabrics and wood finishes. See price list for descriptions.

ANDOVER ROCKER No. 535

A truly comfortable rocker with polyurethane filled reversible cushions and a beautifully flared back.

Merrimac Rocker No. 436

Amesbury Rocker No. 758

Andover Rocker No. 535

Assemble-Eze Products

BUTLER TABLES
No. 864
15 1/2" Square, 24" High

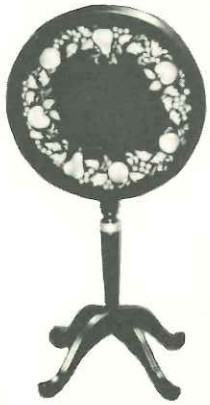
STACK TABLES
No. 865
15 1/2" Square, 15" High

LIBRARY STAIRCASE TABLE
No. 972
17 1/2" Length, 26 1/2" High

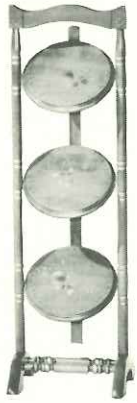
MAGAZINE RACK
No. 863
21" Long, 10" Wide, 19" High

CLOVER DROP LEAF TABLE
No. 867
25" Dia. w/leaves up
18" Dia. w/leaves down, 23" High

PEMBROKE TABLE
No. 866
27" w/leaves up
24" Long, 24" High



TILT-TOP TABLE
No. 868-R
15" Dia. X 22" High



HOSTESS MUFFIN STAND
No. 861
36" High

ETAGERE 4 shelf
No. 974
24" Length, 10" Wide, 34" High

RAMS HEAD CHAIR
No. 644
42" High

CARRY BACK CHAIR
No. 643
42 1/2" High

MERRIMAC ROCKER
No. 436
26" Seat Width, 39 1/2" High

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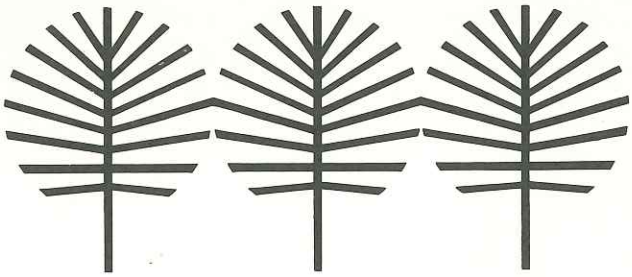

The three stylized maple trees on our cover and shown above indicate the fine New England maple hardwood used in all our furniture. We finish these hardwoods in ebony black, dark colonial pine and warm nutmeg maple all expertly applied and worked to near perfection. The final coat is a synthetic varnish which not only provides a striking finish but is also alcohol and burn resistant.

Standard Chair of Gardner combines the traditional quality and styles of Colonial America with modern production techniques to achieve furniture that will merchandise easily and be a handsome addition to any home.

Original five color hand stenciled decorations enhance many of our fine colonial reproductions. Talented artisans apply their individual skills, blending design and color harmoniously creating a finished product of which there are no two pieces exactly alike. The combination of the artist's skills along with that of a cabinet makers talent produces a truly decorative accent piece of today and a treasured heirloom of tomorrow.

For the products requiring fabrics we have assured you of an excellent variety to choose from. All fabrics are carefully selected for color, design, and durability.

Standard Chair of Gardner inc.
Assemble-Eze
Product

The entire line of Standard Chair's Assemble-Eze products are pictured on the next page. All Assemble-Eze products are ready to be assembled, there is no messy glueing or hammering. All glueing and wedging is done at the factory, insuring you of a sturdy joint that will stand up against the roughest usage. Assemble-Eze products have an unconditional guarantee and are made with the same pride and workmanship that are inherent in our entire line.

More than just a rocker. A swivel based lounge chair.

The new Lancaster Swivel Rocker never lost sight of its
colonial background. It's handcrafted of sound New En
with gracefully contoured legs completely protected wi
and burn resistant finish. Upholstered with rugged He

956 R Lancaster Swivel Rocker
Available in Two Finishes
ne shown and maple

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Gardner, Massachusetts 0

Deacon's Benches

DEACON'S BENCH No. 6412
42" Long 33" High

Made of solid New England hardwood, this Deacon's bench is a handsome addition to any room. The bench is hand stenciled and available in pine, black, or maple decorated finish. It comes with removable corduroy cushions in choice decorator colors.

MAGAZINE RACK No. 863
21" Long, 10" Wide, 19" High

Drop Leaf Tables

CLOVER DROP LEAF TABLE No. 867
25" Dia. w/leaves up 18" Dia. w/leaves down
23" High

Beautifully finished in hand-rubbed nutmeg maple or buffed dark pine or combination maple and black.

PEMBROKE TABLE No. 866
27" w/ leaves up
24" Long, 24" High

A true classic in every sense of the word, the handsome Pembroke Table will compliment all your furnishings. Beautifully finished in hand-rubbed nutmeg maple or buffed dark pine or combination maple and black.

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Gardner, Massachusetts 01440

Stacktables

When your guests arrive these hand crafted stack tables or butler tables will serve you well. They are attractive pieces blending nicely with any decor. You choose from the 864 Butler Table with its long gracefully tapered legs, or the 865 Stack Table with a colonial inspired contour. Both models are hand stenciled and available in ebony, pine or maple finishes that are stain and heat resistant.

BUTLER TABLE No. 864
15 1/2" Square 24" High

STACK TABLE No. 865
15 1/2" Square 15" High

Accessories that help create that perfect setting.

For the final touch, colonial inspired pieces with durability plus.

Pine Finish

5 Shelf Etagere
No. 975
24" Length 10" Wide
44¾" High

Pembroke Table
No. 866 PD
24" High 27" Wide

Hostess Muffin Stand
No. 861 PD
36" High

Stack Tables
(Set of 3)
No. 865 PD
15½" Square x 15" High

Magazine Rack
No. 862 PD
Length 18"

Clover Drop-Leaf Table
No. 867 PD
23" High 25" Wide

Carry Back Chair
No. 643 PD
42½" High

Library Staircase Table
No. 972 PD
17½" Length
26½" High

Deacon's Bench
No. 6412 PD
41" Wide x 33" High

Handcrafted of Hardwoods
Alcohol and burn resistant finish
Hand-applied stencil-decoration

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Book Shelves

Etagere 974 to 976
Length 24" Width 10"

Made of fine New England Hardwood, the Etagere is an excellent decorative piece for both colonial and modern homes. Etageres provide a beautiful display area for a variety of room accessories. We leave it to your imagination, whether you arrange books, nicknacks or plants, a beautiful place for beautiful things.

No. 976
6 shelf ETAGERE
Ht. 55 1/2" Length 24" Width 10"

No. 974
4 shelf ETAGERE
Ht. 34" Length 24"
Width 10"

No. 975
5 shelf ETAGERE
Ht. 44 3/4" Length 24"
Width 10"

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Accentuates...

for that final touch of warmth and beauty. Unique for practicality, authentic in design. These pieces are carefully reproduced in exact detail from quality maple and birch hardwoods, with a glowing maple or soft satin black finish that is alcohol and stain resistant. An attractive hand-applied decoration adorns each piece that lend themselves to any decor.

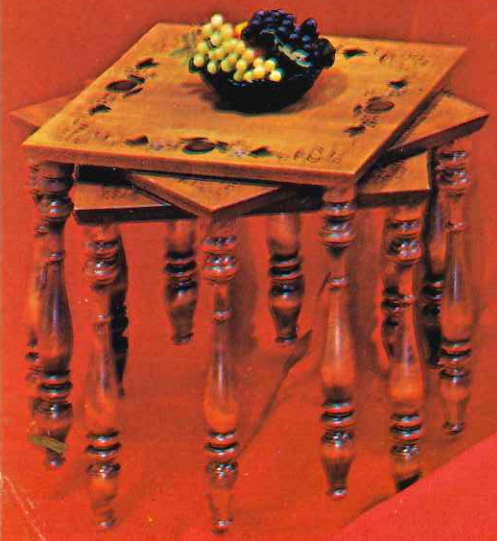
From the heart of New England Hardwood country.

HOSTESS MUFFIN STAND 36″ High
861-MD Maple Decorated
861-BD Black Decorated

MAGAZINE RACK Length 18″
862-MD Maple Decorated
862-BD Black Decorated

TILT-TOP TABLES 15″ Dia. x 22″ High
868-R Round Black Decorated
868-R Round Maple Decorated
868-C Cloverleaf Black Decorated
868-C Cloverleaf Maple Decorated
868-H Hexagon Black Decorated
868-H Hexagon Maple Decorated

STACK STOOLS 13½″ Dia. x 9¾″ High
Set of 2. Cushion Colors,
Black, Red, Gold, Green
645-MD Maple Finish



STACKTABLES (Set of 3)
15½″ Square x 15″ High
865-MD Maple Decorated
865-BD Black Decorated

Standard Chair of Gardner inc.
CHAIR MAKERS SINCE '38
Gardner, Massachusetts 01440

Nationally Advertised in
BETTER HOMES and GARDENS Home Furnishings Ideas and HOUSE and GARDENS Decorating Guide

Stack Stools

STACK STOOLS No. 645
13 1/2" Dia. 9 3/4" High

You can't beat these rugged stack stools for those enjoyable evenings of toasting marshmallows over the fire or just resting your feet after a hard days work. They double as party stools that can be enjoyed by both generations. Stack stools are available with red, gold, green, and black vinyl cushions.

CARRY BACK CHAIR 643
42 1/2" High

A pre-revolutionary farmer originated the design for the carry back chair. The design was adapted from a common milking stool. We have taken the carry back chair a step further by adding polyurethane filled cushions, a burn and alcohol resistant finish, and hand stenciled decorations. Thus giving you an attractive decorator piece for your decor.

RAMS HEAD CHAIR 644
42" High

Great for the bedroom, den, or occasional piece in the living room. The rams head accent chair combines beauty with utility.

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